

## \$9.5 MILLION AND CLIMBING

### United Way Announces Substantial Progress Towards Goal!

Winnipeg - At today's public report session celebrating the community campaign's half way mark, United Way announced Winnipeggers have come together in creative and exciting ways to raise \$9,557,777 or 65.9% of this year's \$14.5 million goal!



2003 Deputy Chair Tom Bryk, holds the "spirit" of chair, H. Sanford Riley.

lives, and in turn, give back to their community," says Riley. The report session also honoured the hundreds of employee campaign chairs who lead workplace teams that generate millions of dollars for our city. Employee Campaign Chairs are the driving force behind all successful workplace campaigns. Without the dedication and commitment of employee campaign chairs, we could never make this level of impact," says Riley.

Cindy Dowse, Employee Campaign Chair (ECC) for CanWest Global Communications, spoke on behalf of ECC's throughout the city. "I know for staff at CanWest - and probably most people working on United Way campaigns - the campaign is not just about collecting pledges. It's about working together," says Dowse. "Our campaign is truly a team effort. There is strength in numbers; we motivate each other and share ideas."

"This campaign is everyone's campaign," says Riley. "We all share in the issues our city faces, we need to all share in the solutions. I know no better way to do this than through United Way. He encourages Winnipeggers to make their donations now, not only from their workplaces, but from their homes and schools as well. Every dollar makes a difference."

2003 Campaign Chair H. Sanford Riley, to support the report session's Halloween theme, appeared as the Spirit of United Way, congratulating Winnipeggers for making a real impact on people's lives and conditions in our city. "I'm so excited about these results today. They reflect Winnipeggers' generous spirit of giving and their real desire to make our city a great place for everyone. By working together we are helping people to better their own



At the mid-campaign halloween report session, Tom Bryk rallied the troops as "Goal" Busters.

One hundred percent of every gift to the annual United Way campaign is invested directly into a reliable service network and innovative long-term solutions that lead to sustainable improvements in people's lives and conditions. Money raised is invested in youth, neighbourhoods, and empowerment of people to become self-sufficient.

People can donate to United Way by calling 477-UWAY, faxing 453-6198, or visiting the website at [www.unitedwaywinnipeg.mb.ca](http://www.unitedwaywinnipeg.mb.ca). Donations can also be mailed to United Way on the 3rd Floor of 5 Donald Street, Winnipeg, R3L 2T4.

**United Way of Winnipeg gratefully acknowledges the Manitoba Museum for donating Alloway Hall for today's report session.**

United Way's third report session will be held on Friday, November 21. Winnipeggers are welcome to attend this event to celebrate our collective impact.

For more information please contact:  
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